**IN THE CLAIMS:**

1. (Previously Presented) A method of delivering an interactive application to a plurality of target platforms constituted by different broadcast networks, each broadcast network operating a respectively different broadcast protocol, the method comprising:

providing a set of application components;

converting the set of application components into a plurality of streams of broadcast data, each stream of broadcast data conforming with a respective target platform; and

delivering each stream of broadcast data to its respective target platform.

2. (Original) A method according to claim 1 further comprising manually inputting real-time application data;

converting the real-time application data into a plurality of streams of real-time broadcast data, each stream of real-time broadcast data conforming with a respective target platform; and

delivering each stream of real-time broadcast data to its respective target platform.

3. (Original) A method according to claim 1, further comprising storing the application components and/or real-time application data in a data store; and retrieving the application components and/or real-time application data from the data store before converting it into a stream of broadcast data.

4. (Original) A method according to claim 1, wherein the step of converting comprises translating, substituting, selecting, time managing, or adapting for different data transmission mechanisms.

5. (Previously Presented) A method according to claim 1, further comprising receiving and processing return data from one or more of the target platforms.

6. (Original) A method according to claim 5 wherein the application comprises a game and the return data comprises game-play input.

7. (Previously Presented) A method according to claim 1, wherein each target platform comprises an application processor.

8. (Original) A method according to claim 7 further comprising interrogating the application processor to determine the data capabilities of the application processor; and downloading data from the stream of broadcast data in accordance with the determined data capabilities of the application processor.

9. (Previously Presented) Apparatus for delivering an interactive application to a plurality of target platforms constituted by respective different broadcast networks, each broadcast network operating a respectively different broadcast protocol, the apparatus comprising:

a system for providing a set of application components;

a plurality of broadcast systems interfaces each converting the set of application components into a respective stream of broadcast data, conforming with the respective target platform;

a system for delivering each stream of broadcast data to its respective target platform.

10. (Deleted)

11. (Previously Presented) A method according to claim 1, wherein the application components comprise one or more of executable program files, bit maps, sound samples, real-time data instructions, and video chips.

12. (Previously Presented) A method according to claim 4, the method comprising substituting an application component with an alternative component on one of the broadcast data streams.

13. (Previously Presented) Apparatus according to claim 9, the apparatus further comprising means for substituting an application component with an alternative component on one of the broadcast data streams.

14. (Currently Amended) A method according to claim ~~7~~ 1, wherein each target platform comprises a plurality of application processors.

15. (Previously Presented) A method according to claim 14, wherein the converting step compensates for timing differences between the broadcast networks in handling the broadcast data so as to temporally synchronise the broadcast data at each application processor.

16. (Previously Presented) A method according to claim 15, wherein the compensation is achieved by selectively delaying broadcast of data to the target platforms.

17. (Previously Presented) A method according to claim 15, wherein the compensation is achieved by including timing information in the broadcast data.

18. (Previously Presented) Apparatus according to claim 9, wherein each target platform comprises an application processor.

19. (Currently Amended) Apparatus according to claim ~~18~~ 9, wherein each target platform comprises a plurality of application processors.

20. (Previously Presented) Apparatus according to claim 19, wherein the broadcast systems interfaces compensate for timing differences between the broadcast networks in handling the broadcast data so as to temporally synchronise the broadcast data at each application processor.

21. (Previously Presented) Apparatus according to claim 20, wherein the broadcast systems interfaces carry out the compensation step by selectively delaying the broadcast of data to the target platforms.

22. (Previously Presented) Apparatus according to claim 20, wherein the broadcast systems interfaces carry out the compensation step by including timing information in the broadcast data.